Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES FALL 1977

The EMPRESS LILLY

Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES · FALL 1977

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COVER STORY: The "launching" of the new *Empress Lilly* riverboat restaurant reflects a new era in dining and entertainment at Florida's Walt Disney World Village in Lake Buena Vista. The story of her dining splendor plus other new additions to the Village begins on page 2.

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Sorry, but past issues of Disney News are not available.

Letters

Disney News

If you would like to share your ideas with our readers, just drop a note to:

EDITOR, Disney News
1313 Harbor Blvd., Anaheim, Calif. 92803

Sirs:

I try to keep all my Disney News in the best condition possible, and yours is the only one I've been unable to buy a case for. Do you sell your own, or is it that you don't allow companies to market such an item with the Disney Logo?

Yours,
R. David Ludwig
Huntington Beach, California

I'm sorry that we do not market such an item at Disneyland, and you are quite correct in your last assumption.–ED.

Sirs:

I saw one of your latest comedies, "Freaky Friday"...and it freaked me out! Most of the movies I see are from Walt Disney Productions. I am looking forward to seeing Space Mountain. It sounds fun.

Sincerely,
Tony Lash
Portland, Oregon

Sirs:

For me, as I am sure it is for my parents as well, the one thing enjoyed most while in the Park is not being able to see out. It is almost as if Mr. Disney created it that way so a visitor can forget his or her cares of the day and thoroughly enjoy themselves.

Sincerely,
Joe Mancebo
Atwater, California

That's exactly what Walt Disney had in mind.–ED.

Sirs:

What does Disneyland do with the miniature models of future attractions ...as in the case of Space Mountain. What happens to the model?

Sincerely,
Greg Nutt
Huntington Beach, California

All models of attractions at both Disneyland and Walt Disney World are stored at WED Enterprises in Glendale. The model of Walt Disney World's Space Mountain was used to help design the new attraction at Disneyland. –ED.

Twenty Years Later...

Early in the fall of 1957, prominent recreation leaders from throughout Southern California gathered here at the Park to help us plan a better way to make Disneyland's many attractions available to local personnel. From these meetings evolved a new concept...Walt Disney's Magic Kingdom Club.

New and novel in '57, the Club has brought extra pleasure to millions over the past two decades. We would like to remember, and show special appreciation to the many knowledgeable people who, 20 years ago, gave so generously of their time and counsel... including Special Services Director BOB ABEL, Headquarters 11th Naval District...CAP BEST, General Manager, Recreation and Welfare, Autonetics... RICHARD BURNETT, Personnel Director, Container Corporation of America... NICK DRAKULICH, Recreation Officer, U.S. Naval Air Station, San Diego...LOU DUNNING, Recreation Director, Camp Pendleton...CHESTER GLENN, Recreation Manager, McDonnell Douglas Corp....STAN LOCKE, Supervisor Employee Services, Cal Tech Jet Propulsion Laboratory...JACK RECTOR, Administrator, Recreation & Welfare, North American Rockwell...PHYLLIS SAVOIE, Tour Director, Armed Services YMCA, San Diego. Limited space does not permit us to list all of those whose experience, foresight and cooperation made the Magic Kingdom Club what it is today...the nation's largest and most unique membership club, with well over 5,000,000 members...and growing.

From the very beginning, our goal has been to provide the member and his, or her, family with year-round special values...at Disneyland and now Walt Disney World; with exclusive Family Vacation Plans including the Disneyland Hotel; at participating Howard Johnson's Motor Lodges nationwide, and the Lake Buena Vista Plaza Hotels at Walt Disney World; with special admission prices at Cypress Gardens near Walt Disney World in Florida; and much more. Membership is free, and cards are issued only upon individual request, through the Recreation/Personnel/Special Services office at all participating organizations and military bases (we call them Chapters). No membership cards are issued at Disneyland or at Walt Disney World.

In addition, the Club's official magazine, the DISNEY NEWS–with its colorful human interest stories, behind-the-scenes previews of Disney movies, production notes and television highlights, as well as the latest information on operating hours and special events at both Parks–continues to gain popularity among its national readers.

Regrettably, some subscribers to the DISNEY NEWS have been unable to obtain a Magic Kingdom Club membership card. Subscribers do not automatically become Club members. To help you understand the Club rules... new Chapters may be established at any qualified organization or military base with an active recreation program and 500 or more personnel (except in California and Florida where the minimum personnel requirement is 200). If your organization does not offer membership in the Magic Kingdom Club, you might ask your personnel manager or recreation director to contact us...there is no charge to you or to your employer.

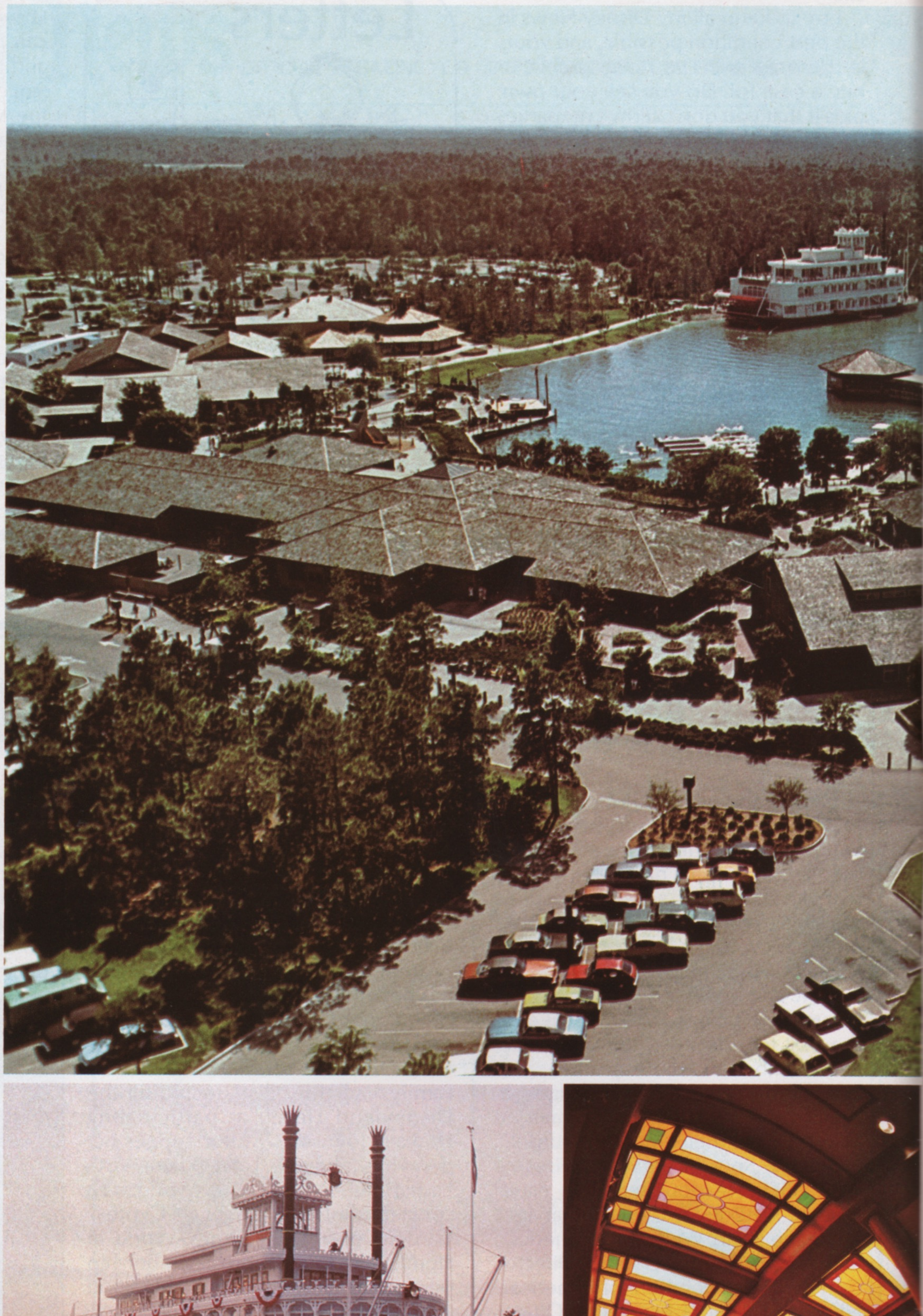
Club members have more fun than anybody at Disneyland and Walt Disney World!

Milt Albright

Executive Director
Magic Kingdom Club

THE VILLAGE

some things old, some things new



Twinkling lights dancing on a placid nighttime waterfront are reflections of a new era in dining and entertainment at the Walt Disney World Village at Lake Buena Vista. The *Empress Lilly* has arrived!

Now permanently docked on the Buena Vista Lagoon, this elegant Mississippi-style riverboat is only one of several exciting additions to the cluster of shops and restaurants at the Village.

The Village started taking on its new personality early this past spring when the *Empress Lilly* was receiving her final touches. An expanded Toys Fantastique shop in a new location was already delighting young and old with a wider selection of playthings from all over the world.

Sassy's, a stylish boutique for young juniors, joined the popular Miss Merrily's Madness, for the more sophisticated young lady, and Plus You, an accessory showcase. In step with the changes, Shoe Time opened its doors to a fashionable array of footwear.

Across the walkway, the Village Spirits celebrated the addition of the Vintage Cellar where aged cheeses can be selected along with fine wines ranging from California Zinfadel to French Bordeaux to German Trockenbeerenauslese.

Then, as spring turned towards summer, the grand lady of the river let down her gangplanks and welcomed aboard all who had come to dine in the splendor of days past. The *Empress Lilly* (named after Walt Disney's widow, Lillian) has since been serving guests daily in her three main dining rooms and four lounges, plus her Texas Deck banquet room and lounge.

An authentic reproduction of earlier stern-wheelers, the *Empress Lilly* is decorated in the grand style of those 19th-century steam crafts. Satins and velvets are lovely accents to the dark mahogany and bentwood furniture

Continued

THE VILLAGE
some things old, some things new
Continued

The Vintage Cellar
Wine and Cheese Tasting

and beams, brass lamps, crystal chandeliers and silk damask wall covering.

The finest western beef and seaman's ale tempt the palates of diners in the Steerman's Quarters where, through large windows, they can gaze upon the constantly churning paddle wheel.

Up the Grand Staircase and to the bow of the boat is the Fisherman's Deck, a restaurant that specializes in seafood delicacies, from fresh Main Lobster and red snapper to sandabs and filet of pompano.

The evenings are unmatched in elegance as the Empress Room caters to her gourmet guests in a Louis XV setting. The menu includes such entrees as roast pheasant and sauteed abalone.

With summer came the opening of the new Village Pavilion Verandah Restaurant and Ice Cream Fountain and the Village Bakery Workshop, wharfside neighbors of the *Empress Lilly.* Reminders of the old-fashioned bakery and ice cream parlor days, the shops within the Village Pavilion serve giant Borden ice cream creations, crepes, sandwiches, salads and freshly baked Sara Lee cakes and pastries.

All together, old and new, the Walt Disney World Village is a unique place to visit. There are over 30 different shops to explore, seven restaurants, a lounge with top-name jazz musicians, and numerous craftsmen demonstrating their special skills.

Of course, there is also an endless calendar of special events at the Village. This fall the Boat Show returns October 14, 15 and 16. On November 11, 12 and 13, the annual Art Festival in the Village will attract master artists and craftsmen from all over the United States.

No matter how many times you visit the Walt Disney World Village, like the rest of the Vacation Kingdom, you will always find find something fun, new and exciting there.

STOP
SAWDUST
University
This is Disneyland

The DISNEY UNIVERSITY

AN EDUCATION IN CREATING HAPPINESS

As millions of people all over the world have learned during the past 22 years, Disneyland and Walt Disney World specialize in creating a total entertainment experience for their guests – one in which they are not simply a member of the audience, but an active participant in the show.

This total involvement concept is one which begins with the "Cast Members" themselves. The unique type of "rehearsal" these "actors" and "actresses" participate in to prepare them for their roles is the responsibility of the Disney University. Since the opening of Disneyland in 1955, the Disney University has been "directing" Cast Members in the art of creating a happy experience – Disney style.

From the moment they are cast for their roles, hosts and hostesses

Continued.

The DISNEY UNIVERSITY

AN EDUCATION IN CREATING HAPPINESS

Continued.

at Disneyland and Walt Disney World begin their involvement with the Disney University. Orientation programs utilizing discussion groups, slides, films, handbooks and tours familiarize new Cast Members with their roles as part of the team which has made the name "Walt Disney" famous for the finest in family entertainment.

Once this initial training has been completed, the employee becomes an active member of the Disney University. The University then continues to concern itself with the development of the employee and the "total person," both professionally and socially.

Walt Disney was always a firm believer in the value of continued education for his employees, and it was he who, in the early 1930's, began a tradition of providing such opportunities himself: "The first thing I did when I got a little money to experiment was to put all my artists back in school. The art school that existed then didn't quite have enough for what we needed, so we set up our own art school."

Today, the Disney University carries on this valuable tradition by providing special courses aimed at helping Disneyland and Walt Disney World Hosts and Hostesses better serve their guests, while at the same time, developing their awareness of the world around them. Various classes such as Conversational Spanish and Japanese have been designed to provide Disneyland and Walt Disney World Cast Members with a thorough knowledge and understanding of the Disney style of entertainment and guest service.

And in the same way that Walt Disney Productions has established itself as an innovator in the field of entertainment, the Disney University is constantly seeking creative methods of improving employee training and development with such unique programs as the Colleges of Attractions, and Merchandise and Food...helping to broaden the technical knowledge of Disney Cast Members.

Management seminars bring together members of management from throughout the worldwide Disney Organization in order to increase the sense of teamwork in all phases of corporate development. Tours, discussions and special presentations provide an overall awareness of every phase of corporate operation and a better knowledge of "what makes Disney, 'Disney.'"

A feeling of family togetherness has sustained and guided the Disney organization ever since Walt and his brother Roy founded their studio in Burbank in 1923. At Disneyland and Walt Disney World, it is another purpose of the University to help instill, maintain and pursue this sense of unity.

"Direct and easy communications...have become vital to the very survival of a civilized humanity." Just as Walt believed communication to be vital to mankind, so has it become a necessary key to success among Disney employees. The University staffs have developed their own casts of internal communications experts who understand the need of Disney team members to relate to one another on all levels. Employee publications such as weekly newsletters, humorous in-house magazines and special bulletins help Cast Members keep in touch with each other as well as with the Company. Bulletin boards, special film presentations, slide shows and handbooks all come under the auspices of those University staff members who coordinate Cast Communications. Opinion polls, questionnaires and frequent discussions with fellow employees provide the necessary feedback to support an efficient internal communications program.

As Walt Disney Productions struggled for survival in those early years, Walt realized his creative employees needed something to relieve the pressures of meeting exacting deadlines. Relaxing games of softball at a park near the studio proved to be the tension-breaking answer and the beginning for generations to come of Disney's competitive teams.

Just as the old axiom, "the family that plays together stays together," was true for Disney employees then, it's true even more so now. Disneyland's Recreation Club provides a relaxing outlet by offering social and recreational activities. Cast Members can enjoy current musicals at the Los Angeles Music Center, vacation at Lake Tahoe, participate in annual canoe races, pitch for a softball team, compete in tennis or ping-pong, learn dancing skills, ski a local mountain, display their arts and crafts, or perform in their own drama productions.

As Walt often said of Disneyland, "It's something that will never be finished. Something that I can keep developing, keep plussing and adding to. It's alive. It will be a live breathing thing that will need change." This important philosophy has become a guiding one for the Disney University as well. With each passing day, the University grows in its pursuit of exciting new "people" concepts.

Thousands of people are responsible for carrying on Walt Disney's dreams, and the University staffs at both Disney and Walt Disney World are dedicated to his belief that, "You can dream, create, design and build the most wonderful place in the world...but it requires people to make the dream a reality."

Captain MIKE O'BRIEN

Perhaps you've seen him in the wheelhouse of the *Mark Twain*...his handsome, ruddy, Irish face...cap set at a jaunty angle–every inch the salty river captain. Or in another role–as captain of the *Columbia*...with his resonant voice echoing from the square-rigged vessel, "Yardmen, aloft, furl the top gallants. Starb'd watch, lively with the tops'ls. Port watch, down with spanker. Furl the spirit sail! Unship the studdingsail yards!"

Smiling Captain Michael O'Brien is equally at home on either of the two vessels that ply the Rivers of America in Disneyland. But the place the Captain really calls "home"–his sea-going permanent residence–is his own Herreshoff ketch, the trim *Bora Bora Belle.* Cap'n Mike is one of the few "liveaboards" moored in beautiful Dana Point Harbor Marina. Mike never lacks for weekend activities aboard the *Bora Bora Belle.* Resplendent in his new uniform of the Coast Guard Auxiliary, Mike instructs classes in boating and engages in search and rescue operations. When he is not sanding and painting to keep his boat shipshape, he is equipping it with sophisticated gear preparatory to a South Pacific cruise–two years in the offing.

Mike's 17-year Disneyland career has encompassed all manner of life aboard a variety of vessels–not necessarily the sea-going version. Today, he enjoys his dual role as captain of both the sternwheeler *Mark Twain* and the sailing ship *Columbia.*

During his first summers at the Park, Mike's humorous delivery of backwoods dialect as Mike Fink on the keel boats gained him many fans. Cast in the role of "Madcat Mike" in a scene for "Ginny Tyler and the Mouseketeers," Mike skippered the *Bertha Mae* in a wild race against

Continued

MARK TWAIN
DISNEYLAND

Captain MIKE O'BRIEN

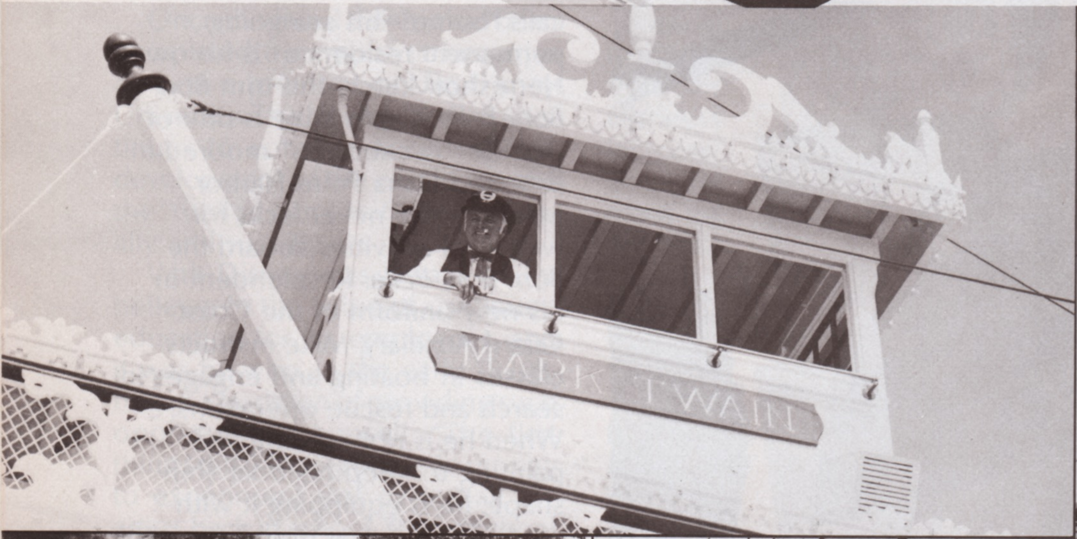
Continued

"Catfish Jones" and his *Gullywhumper.* Mike claims he "threw" the race, per his director's direction, thus relinquishing the title of "King of the River."

Mike also skippered a Jungle Cruise boat and recalls the thrill of having Walt Disney and the Prime Minister of India as passengers. Once, when he was on submarine "duty," President Eisenhower was his guest.

The Cap'n also contributed his writing expertise towards scripts and publications in Disneyland...most recently, the book, "The Pioneers."

Leaning comfortably against the cushions aboard his own



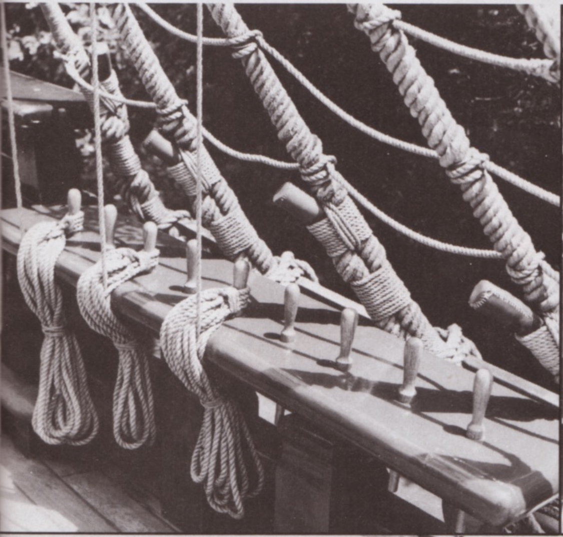
sparkling sailboat, Cap'n Mike likes nothing better than reminiscing about the colorful careers he pursued before Disneyland. He has studied medicine, served as a naval officer, instructed tennis, swimming, and skiing and acted on stage and screen. A native of Toronto, Canada, Mike was acting in stage productions at age five. He went on to leading roles in "Of Mice and Men," "Winterset," "High Tor," and numerous Shakespearean plays.

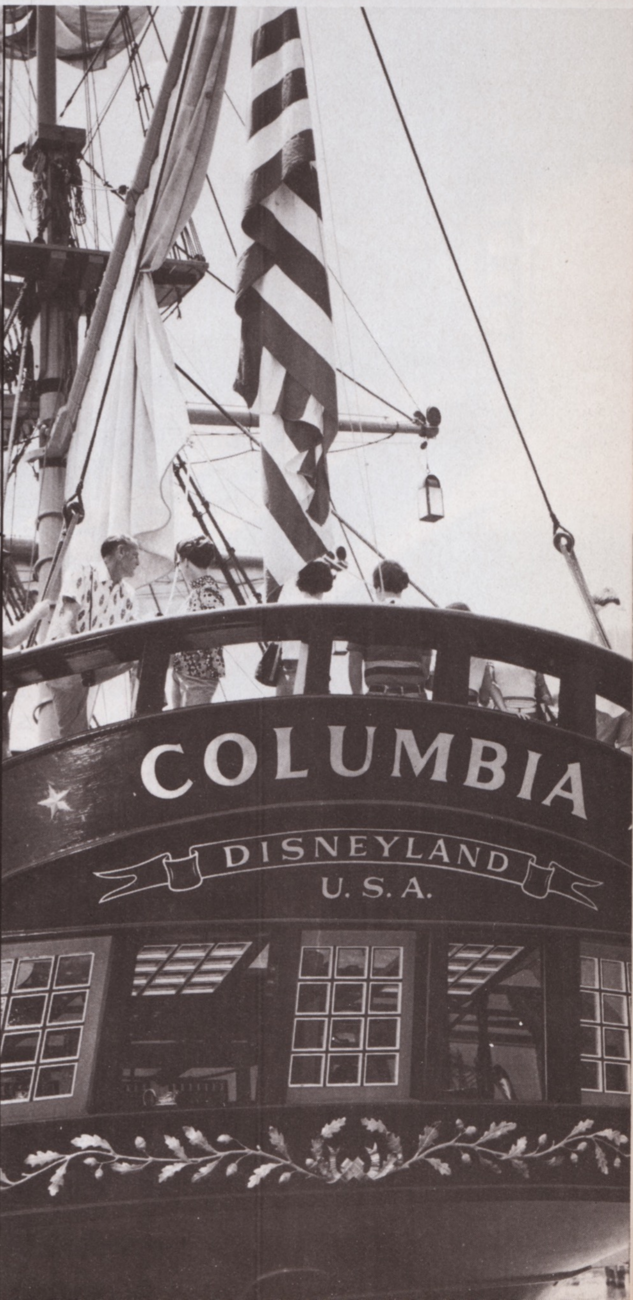
Mike enjoyed the challenge of competitive sports and always strived towards perfection...plus enjoying mountain climbing in the Rockies; canoeing in the forests of Canada's far north. During World War II, Mike got his first taste of the sea while serving as a navigating officer in the Canadian Navy.

The Cap'n's arrival in Hollywood was far from glamorous... he hitchhiked a ride in a hearse, seated on a casket. Mike was soon instructing tennis – improving the backhand of stars Harold Lloyd, Charlie Chaplin, Robert Stack, Kirk Douglas and June Haver. There followed several years as director of skiing at Table Mountain in Big Pines.

He appeared in "Racket Squad" and was also cast in the movie "Bird of Paradise", where he served as technical adviser and taught Debra Paget and Jeff Chandler to swim "like Polynesian natives." Due to his exuberance and dedication to the part as a buccaneer in "Anne of the Indies", his role was expanded to include extra scenes.

As a Cast Member of the Disneyland Show, Skipper Michael O'Brien is still playing a part, and playing it well. He has that special *joie de vivre* that seems inherent in most men who love the sea, and it can be quite contagious. The next time you're in Frontierland, stop by the Boat Landing and say hello to the Cap'n. More than likely, he'll have a tall tale and a big smile at the ready!





RHYTHMS IN RAGTIME

Those toe-tapping ragtime tunes Disneyland guests hear on Main Street, U.S.A. come from the patio of Coca Cola Refreshment Corner. On piano: remarkable Rod Miller, who pounds them out in an enthusiastic honky-tonk style all his own.

Rod's made that sound a cheerful part of the Disneyland experience. In the seven years he's been playing for Park guests he's run through more than 100,000 songs. He's worn out *eight* pianos!

Surprisingly, he doesn't know how to read music, but he does know more than 500 songs by heart. To learn a new song, he listens to a tape or record, then adds his own flourishes to adapt it to his unique ragtime sound.

He's able to play an amazing 22 notes per second at top speed, rolling through songs like "Mame" and "Meet Me in St. Louis" in less than a minute or two.

Rod plays everything from Gershwin to Joplin, from old favorites like "Roll Out the Barrel" to new ones like "The Entertainer" in that indescribably catchy rhythm called ragtime.

Twenty-eight-year-old Rod started playing piano only ten years ago. As a teenager in Staples, Minnesota, he bought and rebuilt an old player piano, the kind that uses perforated paper rolls to move the keys. It looked like fun, so Rod sat down at the keyboard.

Coca-Cola
REFRESHMENT CORNER Refreshing

He practiced several hours a day for over a year, then began playing professionally. Two years after he moved to California, he came to Disneyland.

Rod's smile, as bright and cheerful as the music he plays, has won a lot of friends. Many guests, on repeat visits to Disneyland, make a special point of stopping by to say hello and listen as Rod plays a favorite song.

His most frequent request these days is for "The Entertainer," followed by "Maple Leaf Rag," "12th Street Rag," and "Tiger Rag." Other requests range from "I'm In the Mood for Love" (played in honky-tonk rhythms) to "Cabaret," "Hello Dolly" and "Sweet Gypsy Rose."

"I love pianos that are out of tune," says Rod. "They have an old, authentic ragtime sound that way."

Whatever he plays, Rod's music is sure to make almost everyone smile. Such upbeat tunes as "Music, Music, Music" and "Ain't We Got Fun" typify Rod's buoyant style.

As pleased listeners walk away from Rod's piano to enjoy the other wonders of Disneyland, you can hear them humming a song—in ragtime, of course!

All
Entertainment
Presented
in this
Theatre
is
Rated X (for Excellent)

Edition
National
Police Gazette
Leading Illustrated Sporting Journal of the

DISNEYLAND'S OWN...

Wild West

It's rated "X" (for Excellence), but it's a clean show (opening projected messages assure the audience that the performers bathe at least every Saturday). It's free. It's qualified as the longest running stage show in history (over 21 years and 29,000 performances). It features a dashing Irish tenor (Fulton Burley); rollicking comedy in the form of the traveling salesman (Wally Boag); and the glamor and elegance of country singer "Sluefoot Sue" (Betty Taylor). And to top all that, it boasts a high-kicking, good looking quartet of daring dance hall girls whose sensational can-can routine brings the house down (well, almost)!

You can see this rip-roaring show in the Golden Horseshoe Saloon in Frontierland. It's called the Pepsi Cola Golden Horseshoe Revue.

The Golden Horseshoe Girls open the half-hour program with a lively dance introducing Sluefoot Sue...the beautiful hostess of the Old West's wildest waterin' hole. Betty Taylor has been a Horseshoe cast member since 1956, and in show business since she

Chorus Line

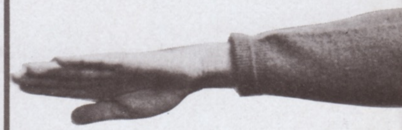
was 12. She has performed with such famed bandleaders as Red Nichols and Les Brown.

"I'm looking for a Big City Beau," she sings, and steps down into the audience looking for a man who may fit the bill. Leaving shy males blushing and grinning, she returns to the stage introducing the handsome host, Fulton Burley, who joined the troupe in 1962. While under contract with M.G.M., Fulton once worked with Wally Boag. And now they're performing together again.

One of Wally's slapstick routines is his "tooth" spitting trick that ends with the band playing ping pong with the flying "teeth." His two-gun holster belt that has a bad habit of slipping down around his ankles also keeps the audience howling.

Beverages and light snacks are served in the Golden Horseshoe...a pleasant preview to the fun yet to come. Since the debut of the Revue back in 1955, it has brought laughter to young and old alike. Proving once more that some of the best things in life can be free.

TWICE THE FUN



The 1977 National Team Championship Golf Classic

Some forty-four teams will be out on the Palm and Magnolia courses November 4-6, each going after its share of $200, 000 in prize money. You'll see furrowed brows and fits of temper over drives that end up in the rough, but you'll also see golfers kidding each other on the green and talking to the gallery. And though the groans about a missed putt will be just as anguished, they won't always ring of disaster.

What makes golfers take bogies and bad lies in stride? In the Walt Disney World 1977 National Team Championship, the key word is teamwork. Instead of being competitors, the pros are

CERRUDO
-3 WIECHERS
PALMER
-7 L THOMPSON

partners, and it lets them relax and play a kind of game different from any you've seen them play this year.

This one-of-a-kind competition is a best-ball tournament, which means only the best score of the team is recorded for each hole. Knowing you've got someone to back you up on each hole really takes the pressure off.

Last year's winning team of Bill Kratzert and Woody Blackburn will be back to defend their championship title. Last November, the two rookies found themselves on the 18th hole in a tie with veterans Gay Brewer and Bobby Nichols. In the tournament's first sudden-death play-off, Kratzert won the title for his team with a birdie on the third extra hole of play.

This will be the seventh Golf Classic hosted by Walt Disney World, and a full week of activities precedes the tournament. On November 2, two celebrity Pro-Am tournaments will be played on the Lake Buena Vista course, with players in each competing for a $5,000 purse. Celebrity golfers in the past have included Lawrence Welk, Mac Davis, Jimmy Stewart, Charlie Pride and Efrem Zimbalist, Jr.

Since the pros pick their own partners for the tournament, it's a chance for many of the players to team up with old friends. Sam Snead and his nephew J.C. are always colorful favorites to watch on the course. Hubert Green and B.R. "Mac" McLendon have been a steady team since their Team Championship win in 1974, and other crowd pleasers such as Arnold Palmer, Jerry Pate, Ben Crenshaw and Eddie Pearce are expected for this year's event.

When the pros team up at Walt Disney World in November, they'll be here to play some serious golf. But you can be sure there'll also be lots of fun on hand – for the golfers and for the gallery!

IN AND AROUND WALT DISNEY PRODUCTIONS

Walt Disney World®

...The Mad Hatter's Ball, a Magic Kingdom party featuring top name rock entertainment, is scheduled for September 9 *and* 10, from 9 p.m. till 1:30 a.m. A special ticket for each night's event also includes unlimited use of the attractions.

Members of the Armed Forces and their families are saluted during two weeks in October when a special-value admission ticket gives them one day's unlimited use of the Magic Kingdom attractions.

In Lake Buena Vista, October 14, 15 and 16 are the dates for the 1978 Boat Show. Everything from sailboats to speedsters will be on display at the Walt Disney World Village.

On November 11, 12 and 13, the Walt Disney World Village is the site of the Third Annual Art Festival, with work from more than 200 top American artists on display.

November also is the month for Young At Heart Days in the Magic Kingdom. During a week-long salute, everyone age 55 and over may purchase a special-value ticket good for an entire day's unlimited use of the attractions.

"Saturday Night at the World" makes every Saturday in November through the first week of December a special celebration. The Magic Kingdom will remain open till midnight and feature the spectacular Main Street Electrical Parade and fireworks.

The 1977 Walt Disney World National Team Championship Golf Classic, featuring $200,000 in prizes, will be played October 31-November 6. A pro-am celebrity tournament precedes tournament play on the top-ranked Palm and Magnolia courses.

Movies

...The swing into the fall season begins with Walt Disney Productions' re-release of "Darby O'Gill and the Little People," a charming tale of an old Irishman's battle with the King of the Leprechauns in old Ireland. Starring in the delightful comedy are Sean Connery, Albert Sharpe, Janet Munro and Jimmy O'Dea. "Pete's Dragon," a musical fantasy combining live-action and animation and starring Helen Reddy, Mickey Rooney, Jim Dale, Red Buttons, Shelley Winters and young Sean Marshall, opens exclusive engagements in key cities at Christmas, with a broader release planned for February. The joyous musical also stars an animated dragon named Elliott, who helps his young friend, Pete, to find a loving home in a picturesque fishing town in Maine. The most ambitious Disney film since "Mary Poppins," the film features songs by Academy Award winners Al Kasha and Joel Hirschhorn.

Music and Records

...Disneyland Records has just released 12 new Storyteller cassettes (a Read-Along book and tape) just in time for the new school year.

The new line includes dialogue and narration that reads along with the 24-page, full-color book. And now there are sound effects, musical backgrounds and songs bringing life and excitement to each story. Some of the all-time favorites include: "Snow White," "Pinocchio," "Dumbo," "Robin Hood," "Peter Pan," "Mary Poppins" and others.

This new line of Storyteller cassettes, and the conventional line of Read-Along book-records are an ideal way to reinforce new and beginning reader skills.

The disco, up-beat version of the "Mickey Mouse March," sung by the new Mousketeers on the Mickey Mouse Club, is now a 45 rpm single.

Home Entertainment

...The newest Super 8 movies available include those from "The Rescuers" and "Herbie Goes to Monte Carlo." They are in color sound 200' reels and in silent 200' reels. These movies can be ordered from Disneyland or Walt Disney World Mail Order Departments or directly through Walt Disney Home Movies in Burbank. The prices are: $32.95 for color sound, and $22.95 for color silent. For orders directly to us or any of our library of over 80 titles, we request a check in advance plus $1.50 for shipping and handling.

Disneyland

...Fall will be an exciting season at Disneyland with special events, top-name entertainment and holiday festivities happening during September, October and November.

Kids' Days on September 24 and 25 will feature special parades and entertainment and photo sessions with Disney characters.

Festival Mexico on October 15 and 16 will highlight the art and culture of our south of the border friends.

There will be special entertainment during the Thanksgiving holidays, and the annual Candlelight Procession will be presented on December 17 and 18 at 6:00 p.m.

Television

...The Wonderful World of Disney, the longest running prime time series in television, enters its 24th season with one of the most spectacular schedules ever.

Opening the 1977-78 season on September 25, is "Gus," a hilarious tale about a Yugoslavian mule that kicks 100-yard field goals. Don Knotts, Tim Conway and Ed Asner star.

The first of four Disney made-for-television movies will be aired on December 11. "The Million Dollar Dixie Deliverance" is the dramatic story of five kidnapped Yankee school children and their efforts to outwit their rebel captors during the Civil War.

Rounding out the first part of the season is a spooky Halloween Special on October 30, and a dazzling Christmas extravaganza featuring a sneak preview of "Pete's Dragon," a new musical due in theatres at Christmas time, and starring Helen Reddy, Mickey Rooney, Jim Dale, Shelley Winters and Red Buttons...and Elliott, the dragon.

Disneyland®

PARK IN CALIFORNIA

"The happiest place on earth"

Walt Disney's Magic Kingdom Club. Celebrating 20 years of recreational benefits and programs

SPECIAL MAGIC KINGDOM CLUB TICKET MEDIA AVAILABLE ONLY TO CLUB MEMBERS

PASSPORT TO Disneyland®

EXCLUSIVE
PASSPORT
Walt Disney's Magic Kingdom Club
Disneyland

Now Available Thru May, 1978!

- **Admission and unlimited use of all 54 Disneyland rides, attractions, and shows.**
- **Do it all! At your convenience!**
- **A full day of fun for the whole family!**

ADULT	**$7.75**
JUNIOR (12 thru 17)	**$7.25**
CHILD (3 thru 11)	**$6.75**

MAGIC KEY Ticket Book Also Available Includes Admission and any 11 Attractions of your choice

	Value	Box Office Price
ADULT	($15.40)	**$6.75**
JUNIOR (12 thru 17)	($14.40)	**$6.25**
CHILD (3 thru 11)	($11.30)	**$5.75**

Effective through May, 1978

ABOVE TICKET MEDIA NOT AVAILABLE TO THE GENERAL PUBLIC

Present Magic Kingdom Club card at Main Entrance Box Office.
(Parking—50¢ per car)

GENERAL ADMISSION ONLY

Entitles guest to admission to DISNEYLAND, and all its free shows, exhibits and entertainment.

ADULT	**$5.50**
JUNIOR (12 thru 17)	**$4.50**
CHILD (3 thru 11)	**$2.50**

Prices subject to change without notice.

FALL OPERATING HOURS

Disneyland is open Wednesday through Sunday during the fall, winter and spring seasons. The operating hours are 10 AM to 6 PM on Wednesday, Thursday, and Friday and 9 AM to 7 PM on the weekends. Extended operating hours will be in effect over the Thanksgiving weekend.

Walt Disney's
MAGIC KINGDOM CLUB®

THREE GREAT WAYS TO EXPERIENCE DISNEYLAND!

ANNOUNCING THE 1977 MAGIC KINGDOM CLUB VACATION PLANS AT DISNEYLAND

MAGIC KINGDOM CLUB ADVENTURE

Featuring deluxe accommodations at the exciting Disneyland Hotel — just a Monorail ride away from Disneyland! This delightful vacation adventure includes:

- Choice of two, three or four nights' accommodations at the Disneyland Hotel
- Admission to Disneyland and unlimited use of all rides and attractions (except shooting galleries) for two days
- Choice of other activities with the three and four-night plans
- From $62.50 per adult, double occupancy

MAGIC KINGDOM CLUB HOLIDAY

Featuring accommodations at the new Inn At The Park Hotel, unlimited admission to Disneyland, and other valuable extras. The Magic Kingdom Club Holiday includes:

- Choice of two, three or four nights' accommodations at the Inn At The Park
- Admission to Disneyland and unlimited use of all rides and attractions (except shooting galleries) for two days
- Choice of other activities with three and four-night plans
- From $43.00 per adult, double occupancy

MAGIC KINGDOM CLUB MINI-VACATION

The economical way for Magic Kingdom Club families to visit Disneyland, with accommodations at the nearby Howard Johnson's Motor Lodge — the "Official Host of the Magic Kingdom Club". This family vacation features:

- Choice of two, three or four nights' accommodations at the Anaheim Howard Johnson's Motor Lodge
- Two Magic Kingdom Club ticket books per person
- Choice of other activities with three and four-night plans
- From $38.00 per adult, double occupancy

Junior and child rates are available at substantial savings for all Magic Kingdom Club Vacation Plans. Accommodations subject to space availability and price change without notice. Plans effective through December 31, 1977.

For further information regarding Magic Kingdom Club Vacation Plans at Disneyland, please WRITE:

Walt Disney's
MAGIC KINGDOM CLUB®
TRAVEL CENTER
P.O. Box 4180, Anaheim, California 92803
(Be sure to include your Chapter Number)
For reservations call (714) 956-2600

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Walt Disney's

MAGIC KINGDOM CLUB®

YOUR KEY TO NATIONWIDE VACATION AND TRAVEL BENEFITS . . .

Over 400 Lodges Nationwide Welcome MKC Travelers.

HOWARD JOHNSON'S

THE OFFICIAL HOST OF

Walt Disney's MAGIC KINGDOM CLUB®

10% DISCOUNT

PARTICIPATING HOWARD JOHNSON'S MOTOR LODGES OFFER A 10% DISCOUNT ON DOUBLE-OCCUPIED ROOMS AT THE DIRECTORY RATE TO ALL MEMBERS OF THE MAGIC KINGDOM CLUB.

This discount is not applicable to commissionable, special group, or preferred rates. You must make advance reservations and identify yourself as a Club member. Membership card must be presented upon registration. This offer expires December 31, 1978.

HOWARD JOHNSON'S

motor lodges

TOLL-FREE

RESERVATIONS

800-654-2000*

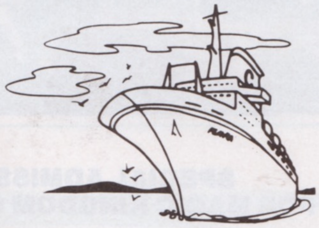
*In Oklahoma: 800-522-9041
*In Canada: Call Collect 405-848-8611

Get a FREE directory listing the participating lodges at any Howard Johnson's Motor Lodge or Restaurant.

REMEMBER:
At most motor lodges, children under 18 are accommodated free of charge when occupying a room with their parent(s).

TRAVEL WITH . . .

Walt Disney's MAGIC KINGDOM CLUB®



CARIBBEAN CRUISES

Exclusive values of exciting, romantic 3, 4 and 7-day Caribbean Cruises

for further information please write:

Walt Disney's MAGIC KINGDOM CLUB®
TRAVEL CENTER
P.O. Box 600, Lake Buena Vista, Florida 32830
(Be sure to include your Chapter Number)

Another exclusive for Club Members

FLORIDA Cypress Gardens

Now, your membership card entitles you and your entire family to a special admission price at CYPRESS GARDENS near Walt Disney World in Florida.

	REGULAR PRICE	CLUB MEMBER PRICE
ADULT	4.00	3.50
JUNIOR (12-16)	3.00	2.50
CHILD (6-11)	2.00	1.50

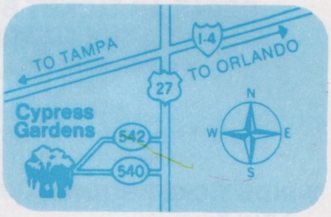
Children under 6, FREE with parent.

Prices subject to change without notice.

OPEN EVERY DAY OF THE YEAR

FOUR WATER SKI SHOWS DAILY:
10:00 — 12:00 — 2:00 — 4:00

Offer applicable through December 31, 1978. Membership Card must be presented at Ticket Window.



For Further Information Please Call **(813) 324-2111**

Consult your 1977 Membership Guide For Details on all Club Benefits and Programs!

AVAILABLE NOW AT YOUR PERSONNEL OR RECREATION OFFICE

Walt Disney's
MAGIC KINGDOM CLUB
1977 Membership Guide
5
EXCLUSIVELY FOR CLUB MEMBERS

Walt Disney World®
VACATION KINGDOM IN FLORIDA

Walt Disney's Magic Kingdom Club
Celebrating 20 Years of Recreational Benefits and Programs

Magic Kingdom Theme Park Admission Media

SPECIAL MAGIC KEY TICKET BOOK AVAILABLE ONLY TO MAGIC KINGDOM CLUB MEMBERS

Includes use of Walt Disney World Transportation System (Monorails, ferry boats, and trams) for one day, Magic Kingdom theme park admission, and ANY 8 attractions of your choice.

	Value	Box Office Price
ADULT	(($13.20)	**$7.75**
JUNIOR (12 thru 17)	($12.20)	**$6.75**
CHILD (3 thru 11)	($10.20)	**$5.75**

(Parking — 50¢ per car)

— NOT AVAILABLE TO THE GENERAL PUBLIC —
Present Magic Kingdom Club card at Main Entrance Box Office. Effective through May, 1978.

REGULAR TICKET BOOKS AVAILABLE TO THE GENERAL PUBLIC

COUPON MAKE-UP

	A 10¢	B 25¢	C 50¢	D 75¢	E 90¢	General Admission Ticket	Transportation Ticket
8-Ride	(1)	(1)	(1)	(2)	(3)	(1)	(1)
12-Ride	(1)	(1)	(2)	(4)	(4)	(1)	(1)

8-RIDE TICKET BOOK

	Value	Box Office Price
ADULT	($11.05)	**$8.00**
JUNIOR (12 thru 17)	($10.05)	**$7.00**
CHILD (3 thru 11)	($ 7.75)	**$6.00**

12-RIDE TICKET BOOK

	Value	Box Office Price
ADULT	($13.95)	**$9.50**
JUNIOR (12 thru 17)	($12.95)	**$8.50**
CHILD (3 thru 11)	($10.55)	**$7.50**

GENERAL ADMISSION ONLY

Entitles guests to the use of the transportation systems (Monorails, ferryboats, and trams), admission to the Magic Kingdom theme park and all its free shows, exhibits, and entertainment.

ADULT	**$6.00**
JUNIOR (12 thru 17)	**$5.00**
CHILD (3 thru 11)	**$3.00**

Prices subject to change without notice.

Walt Disney World Golf Classic

The $200,000 Walt Disney World Golf Classic and National Team Championship is coming October 31-November 6.

Tour newcomers Bill Kratzert and Woody Blackburn (pictured below) join Mickey Mouse in the winners circle after winning the 1976 National Team Championship.

WALT DISNEY WORLD
is open seven days a week throughout the year.
The Magic Kingdom theme park is open from 9 AM to 7 PM, with extended operating hours during summer and holiday periods.

GOOD NEWS FOR MAGIC KINGDOM CLUB GOLFERS AND TENNIS PLAYERS!

- Special golf rates on the Palm, Magnolia, and Lake Buena Vista courses:

General Public	**MKC Members**
$18.00	**$16.00**

Includes greens fee and electric car.

- Special tennis court rates at the Contemporary Resort, Golf Resort, and Lake Buena Vista Club:

	General Public	**MKC Members**
Singles	$4.00/hour	**$3.00/hour**
Doubles	$6.00/hour	**$5.00/hour**

Prices subject to change without notice.

Now, the World has a new country.

RIVER COUNTRY

SPECIAL ADMISSION PRICE FOR MAGIC KINGDOM CLUB MEMBERS!

	General Public	CLUB MEMBERS
ADULT	$4.00	**$3.50**
CHILD (3 thru 11)	$3.00	**$2.50**

Present Magic Kingdom Club membership card at Fort Wilderness/River Country ticket window. Prices subject to change without notice.

Located in Fort Wilderness

NOW WE'VE GOT SIX GREAT WAYS TO SEE THE WORLD

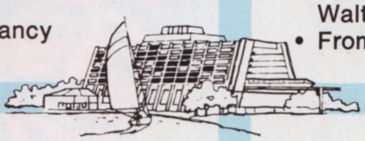
The exclusive 1977 MKC Vacation Plans at Walt Disney World®
VACATION KINGDOM IN FLORIDA

VACATION KINGDOM HOLIDAY

- Four nights' accommodations in the Contemporary Resort Hotel or Polynesian Village Resort Hotel
- Five days' use of the Walt Disney World Transportation System
- Five days' unlimited admission to the Magic Kingdom
- One Magic Kingdom Club ticket book good for 16 Theme Park attractions
- One day's admission to River Country
- Additional coupons and tickets good for choice of Walt Disney World activities
- From $148 per adult, double occupancy

WORLD VACATION

- Three nights' accommodations in a Lake Buena Vista Vacation Villa or Treehouse
- Four days' use of the Walt Disney World Transportation System
- Four days' unlimited admission to the Magic Kingdom
- One Magic Kingdom Club ticket book good for 16 Theme Park attractions
- One day's admission to River Country
- Complete dinner at the Lake Buena Vista Club or Gulf Coast Room
- Additional coupons and tickets good for choice of Walt Disney World activities
- From $148 per adult, double occupancy



CAMPING JAMBOREE

- Three nights' use of a Fort Wilderness campsite
- Four days' use of the Walt Disney World Transportation System
- Four days' unlimited admission to the Magic Kingdom
- One Magic Kingdom Club ticket book good for 16 Theme Park attractions
- One day's admission to River Country
- Additional coupons and tickets good for choice of Walt Disney World activities
- $61 per adult, double occupancy

GOLF GETAWAY

- Three nights' accommodations in the Golf Resort Hotel
- Four days' use of the Walt Disney World Transportation System
- 54 holes of golf, including electric golf car
- One Magic Kingdom Club ticket book
- Additional coupons and tickets good for choice of Walt Disney World activities
- $139 per adult, double occupancy

LAKE BUENA VISTA THREE-NIGHT HOLIDAY

- Three nights' accommodations at one of the four hotels in Lake Buena Vista Hotel Plaza
- Four days' unlimited shuttle service between Lake Buena Vista Hotel Plaza and the Magic Kingdom
- Two Magic Kingdom Club ticket books
- One day's admission to River Country
- $88 per adult, double occupancy

LAKE BUENA VISTA FIVE-NIGHT HOLIDAY

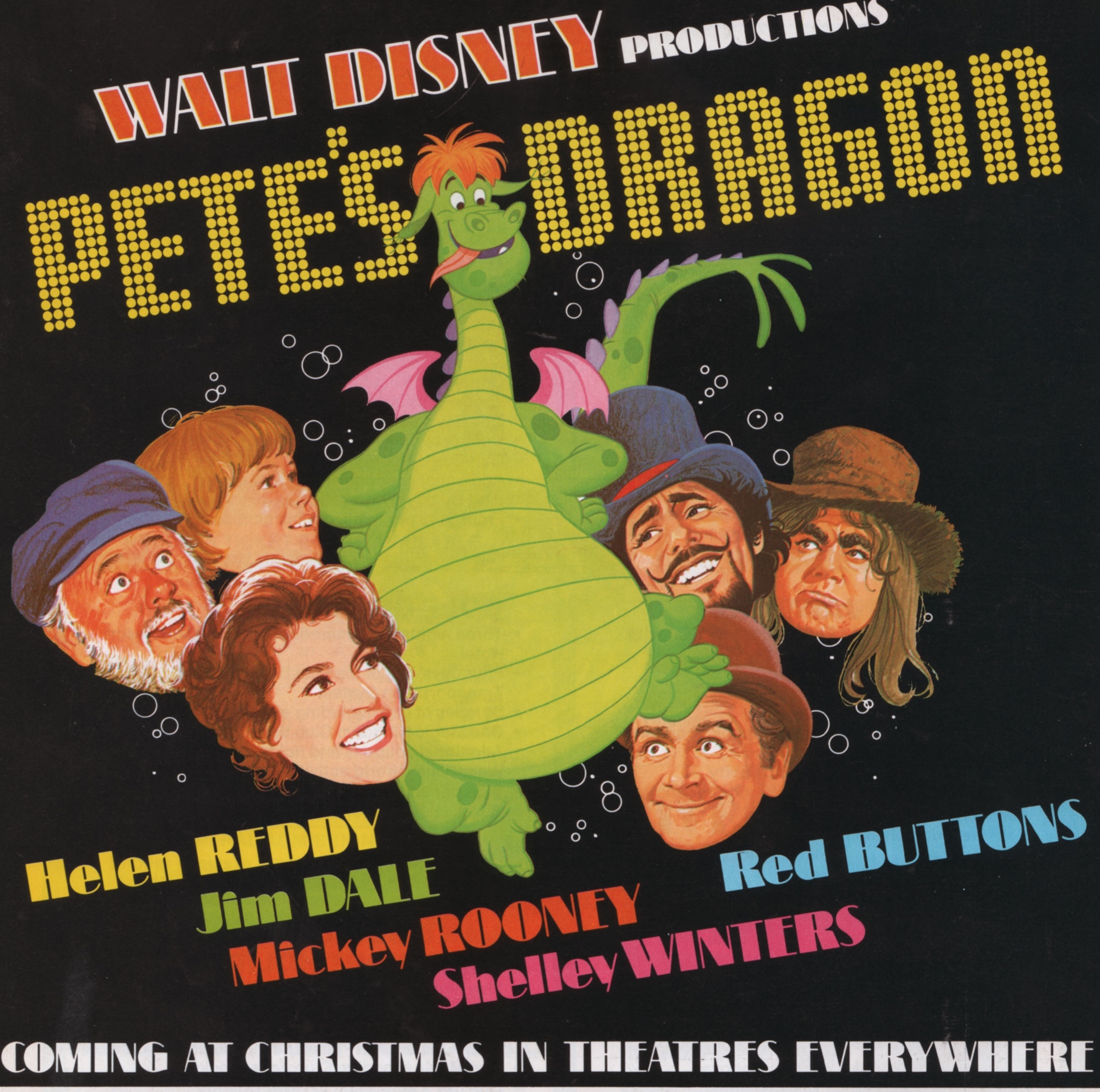
- Five nights' accommodations at one of the four hotels in Lake Buena Vista Hotel Plaza
- Six days' unlimited shuttle service between Lake Buena Vista Hotel Plaza and the Magic Kingdom
- Two Magic Kingdom Club ticket books
- One day's admission to River Country
- Additional coupons and tickets good for choice of Walt Disney World activities
- $161 per adult, double occupancy

- MAGIC KINGDOM CLUB VACATION PLANS ARE AVAILABLE ONLY TO CLUB MEMBERS. SPACE IS LIMITED ...MAKE YOUR RESERVATIONS AS EARLY AS POSSIBLE.
- JUNIOR AND CHILD RATES ARE AVAILABLE AT SUBSTANTIAL SAVINGS FOR ABOVE VACATION PLANS.
- EFFECTIVE THROUGH DECEMBER 31, 1977.
- Prices subject to change without notice.

Walt Disney's
MAGIC KINGDOM CLUB®

for further information please write:

Walt Disney's
MAGIC KINGDOM CLUB®
TRAVEL CENTER
P.O. Box 600, Lake Buena Vista, Florida 32830
(Be sure to include your Chapter Number)
For reservations call (305) 824-2600


WALT DISNEY PRODUCTIONS'
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COMING AT CHRISTMAS IN THEATRES EVERYWHERE

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